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SERVING MANY



Merging INDUSTRIAL NUTRITION SERVICE

Food news for individuals and groups promoting nutrition education, and for food service managers in industrial plants, restaurants, hospitals and hotels.

Washington 25, D.C.

No. 16

OCTOBER 1946



HAD THAT 'TWEEN-MEAL *Snack?*

ATTENTION!

PLANT MANAGERS AND FOOD SERVICE MANAGERS

Do you need help with an industrial feeding problem? If so, fill out and return the form below. Our Industrial Feeding Staff will send helpful materials.

1. Check items which fit your need:

- Planning new facilities
- Redesigning old facilities
- Menus and recipes
- Food preparation and storage
- Training food service workers
- Food selection programs for workers

2. Fill in this brief questionnaire:

We will serve _____ workers and our food service will consist of:

- Cafeteria
- Canteen
- Lunchroom
- Lunch Counter

3. Send this form to:

UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Food Distribution Programs Branch
Washington 25, D. C.

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CARTOONS BY KAY JOHNSON

Industrial Nutrition HIGHLIGHTS

For Editors of Plant Publications



Accent on Snacks!

For that 'tween-shift lift, there's nothing to compare with a good, nourishing snack. This has definitely been established in many industrial plants where snack facilities are available to workers during rest periods. A snack gives you not only the extra "steam" needed to carry on to the regular break in the shift, but boosts your spirit, maintains your good humor, and heightens interest in your work. You raise your stock as an employee, too, because your efficiency is higher, and you're less inclined to suffer accidents.

That's a big pay-off for what seemingly is a small item, but there's no doubt about the results. Snacks, then, deserve more emphasis than is commonly given to them.

To be most effective, snacks must be made of appetizing, nourishing foods. They must definitely supplement your diet. Experiments have shown that foods that contain protein and fats along with starch and sugar sustain energy longer.

Milk comes nearer than most foods to meeting these requirements, and is therefore recommended as an important snack item. Milk contains protein, fat, and milk sugar, and in addition, provides valuable calcium and vitamin B2 (riboflavin).

Other foods for between-meal eating that both taste good and provide needed nutrients and energy are:

Buttermilk - Milk shakes, and other milk drinks.

Citrus fruits and juices - Oranges, tangerines, grapefruit, and fresh and canned citrus juices.

Tomatoes - Whole fresh tomatoes, tomato salad, tomato juice, or cream of tomato soup.

Fresh vegetables in season - Celery hearts, carrot sticks, cauliflower, green pepper strips, turnip slices, cucumbers, and fresh tomatoes. Stuff the celery with cream cheese, cottage cheese, processed cheese, or peanut butter for extra flavor and nutriment.

Breadstuffs - Sandwiches, made with enriched or whole-grain breads, peanut-butter-filled crackers, rye wafers, cornsticks.

Sweets - Gingerbread with apple sauce, (or served with cream cheese or cottage cheese), ginger snaps, molasses cup cakes with raisins, oatmeal cookies, sponge cake, baked custard, fruit puddings. These dessert snacks contain valuable nutrients as well as energy and may be made with very little sugar and fat.

Abundant Foods in October

Canned citrus fruit juices will be in abundance on your grocer's shelves in October. Grapefruit juice, orange juice, and blended orange and grapefruit juices are delicious when served thoroughly chilled. These citrus juices also contain liberal amounts of vitamin C, so drink a glass for breakfast, as a between-meal refreshment, or before bedtime.

Fresh apples will be plentiful in most parts of the country. They may be used with meats, in fruit salads, for dessert, and in countless other ways. Tuck a crisp, juicy Spitzenburg, a red MacIntosh, or a mellow Grimes Golden in your lunch box for a between-meal snack.

Late white potatoes and fall onions will be abundant everywhere. To serve potatoes at least once a day is a good dietary rule. Potatoes, served twice a day are relished by active workers, and men engaged in heavy work can eat them to advantage three times a day. If you are overweight, remember that it's the gravy and the butter over the potatoes that are fattening, and not the potatoes themselves. Potatoes steamed in their jackets and served at once lose less of their mineral and vitamin content than potatoes cooked in other ways.

Victory gardeners in most States should be reaping full harvests of green snap beans, butter beans, broccoli, cabbage, carrots, green peppers, tomatoes, and other late maturing vegetables during October.

October is a good month for a "Home Garden Harvest" display at the plant to show your skill as a gardener. October also is the time to can and freeze the foods you can't eat fresh from your garden. The September issue of "Serving Many" listed several excellent Government publications on canning and freezing which are available to you on request.

storage eggs are plentiful

Eggs. Large numbers were put into storage and into freezers last spring. From September through December storage eggs and frozen eggs are expected to be available in liberal quantities.

If you haven't tried good quality storage eggs and frozen eggs for cooking and baking, this fall will be a good time to use them in your plant.

Eggs are shelled and frozen whole, or are separated into yolks and whites and frozen. If you have facilities for holding frozen eggs at 0° F. or lower, or can arrange for daily deliveries, you'll find them a time-saving and thoroughly satisfactory product. Be sure that you

adjust your recipes to use frozen eggs by weight or measure, and not by count.

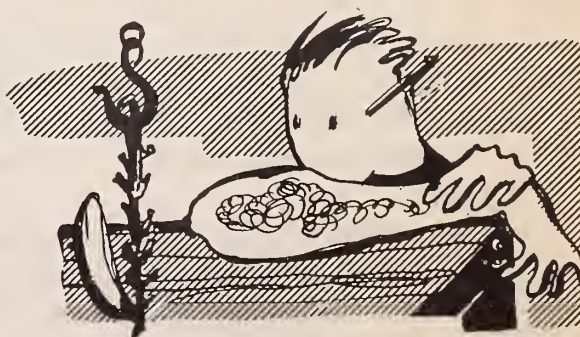
Fish, fresh and frozen. Both fresh and frozen fish are expected to be in plentiful supply this month. Larger supplies of meat have lessened the demand for fish somewhat and adequate supplies of your patrons' favorite varieties should be available from your dealer.

Vegetables and fruits. Abundant supplies of late white potatoes, onions, lemons, honeydew melons, and local garden vegetables will be available in October in most market centers. Tinned vegetables, especially tomatoes, will be limited in supply, so use fresh products on your menu whenever possible.

Yes, We Have no Bananas

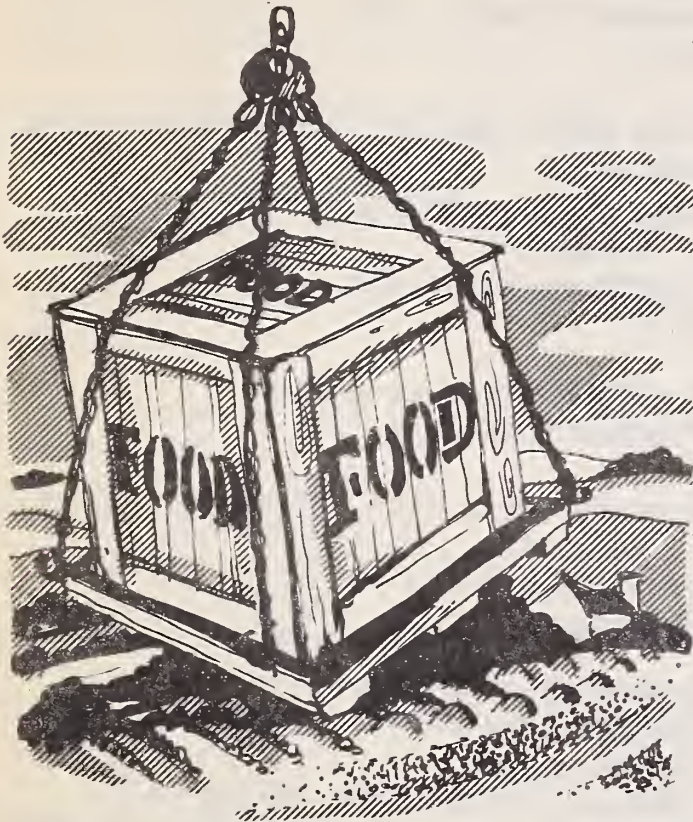
If you have difficulty in obtaining as many bananas as your customers want, it's the result of war shipping restrictions on South and Central America banana production. In 1945 the United States imported 40 million bunches of bananas. This appears to be a large number of bunches, until we learn that in pre-war years an average of 55 million bunches a year was imported. The Nation's population was smaller then, too.

Do you know that bananas were found by Alexander the Great in the Indus Valley in 327 B.C.? He imported them into Europe for the first time. Since then, the appetite for bananas has become international, and so large that from 1934 to 1938 world exports of bananas averaged 107 million bunches each year. Note that North Americans ate almost one-half of the world supply.



Food Service News

For Food Service Operators and Dietitians



The Food Supply Picture

Larger food crops are expected in the United States and in most other countries during 1946-47. The increase, however, will be offset by smaller supplies of food on hand, particularly of fats, oils, sugar, and grains. Food service managers as well as housewives still will need to cooperate with the President's Famine Emergency Program in order to help make these scarce foods go round.

Here are some important facts on major world food commodities:

Wheat - The world wheat crop is greater than last year, but carry-over stocks of wheat and wheat products are very low.

Rice and rye - The world rye crop is less than in prewar years. This is also true of the rice crop. Many persons in the Far East are expected to die of starvation before the fall rice crop can be harvested. Transportation in many

areas still is lacking, or is disrupted, thus making movement of food supplies difficult.

Sugar - Our production of sugar in 1946-47 is expected to be greater by one-fourth than it was in 1945. However, the world demand for sugar is expected to be greater than the supply even with increased Cuban and Philippine production.

Fats and oils - The production of edible fats and oils will continue to be far below world requirements.

Meats, dairy products, and eggs - Restricted supplies of feed for livestock this year will probably affect the world supply of these products in 1946-47, although the bumper grain crop in the United States this fall may ease the situation here somewhat.

The Price Picture

The Bureau of Labor Statistics index of wholesale prices advanced to 113 in June (1926 100). This brings the index to about 54 percent above that in 1935-39. In the first 6 months of 1946 the wholesale price index advanced 5 percent, and in July 6 percent.

Under the provisions made by the Congress in the new OPA act, beginning with September 1 no maximum price is applicable to any agricultural commodity unless the Secretary of Agriculture certifies the commodity as being in short supply.

The first list of commodities in short supply was certified on September 1, 1946. On the first of each succeeding month the Secretary must certify as to the commodities to be added to or removed from this list. The Department of Agriculture therefore has assumed increased responsibilities regarding the price control of foods and other agricultural commodities.

MENUS

For Special Lunches



The menus given below suggest the use of foods in seasonable abundant supply. Asterisks indicate foods abundant in national supply. Footnote numbers refer to the place where a recipe for the food may be found.

Beef à la mode 1/
 Oven-browned potatoes*
 Harvard beets
 Whole wheat biscuits with butter or fortified margarine
 Apple* crunch 2/
 Milk

Scalloped ham and eggs
 Buttered carrot strips
 Snap beans
 Potato* rolls with butter or fortified margarine 3/
 Baked Indian pudding 4/
 Beverage

Broiled hamburgers
 Smothered onions*
 Tossed green salad
 Enriched bun with butter or fortified margarine
 Apple sauce*
 Oatmeal square 5/
 Milk

Cold baked ham with hot potato* salad 6/
 Cole slaw
 Corn bread with butter or fortified margarine
 Lemon* meringue pie
 Milk

Scalloped fish au gratin
 Paprika potatoes*
 Greens
 Enriched roll with butter or fortified margarine
 Warm gingerbread
 Beverage

Smoked sausage link
 Creamed potatoes*
 Apple* rings
 Cabbage, carrot, and celery salad
 Whole wheat bread with butter or fortified margarine
 Fruit gelatin
 Beverage

Braised chicken 7/
 Mashed potatoes*
 Green peas
 Hot biscuits with butter or fortified margarine
 Honeydew* melon with lemon*
 Milk

Corned beef hash 8/
 Sliced pickled beets
 Green salad with chiffonade dressing 9/
 Oatmeal muffin with butter or fortified margarine
 Baked apple*
 Milk

"Appledore" soup 10/
 Cheese omelet
 Buttered green peas and diced carrots
 Rye bread with butter or fortified margarine
 Queen of puddings 11/ Beverage

Baked fillet of flounder* in milk 12/
 Parsley buttered potatoes*
 Onion* and tomato pie
 Corn muffin with butter or fortified
 margarine 13/
 Ambrosia 14/
 Milk

Meat loaf with onion* sauce 15/
 Mashed potatoes*
 Scalloped egg plant 16/
 Enriched roll with butter or fortified
 margarine
 Lemon* milk sherbet
 Beverage

Fish chowder* 17/
 Salad plate:
 Cottage cheese
 Sliced tomatoes
 Cabbage and green pepper salad
 Carrot sticks
 Whole wheat bread with butter or forti-
 fied margarine
 Deep dish apple* pie 18/
 Beverage

Braised liver
 Creamed potatoes*
 Lima beans with yellow corn
 Enriched hard roll with butter or
 fortified margarine
 Fresh honeydew melon*, apple* and
 pineapple cup
 Beverage

Fresh ham steak with milk gravy
 Mashed potatoes*
 Green snap beans
 Hot biscuit with butter or fortified
 margarine
 Lemon* snow pudding with custard sauce
 Beverage

Egg cutlet with cream sauce 19/
 Steamed potato* in skin
 Mexican slaw
 Rye bread with butter or fortified
 margarine
 Applesauce* cake 20/
 Milk

Footnotes to Menus

1/ See recipe for Beef à la mode in
 "Making the Most of Meats in Industrial
 Feeding," page 15.

2/ See recipe for Apple Crunch in Sep-
 tember 1946 "Serving Many."

3/ See recipe for Potato Rolls in July
 1946 "Serving Many."

4/ Recipe for Baked Indian Pudding may
 be found on page 5 of "Saving Sugar in
 Industrial Feeding."

5/ See recipe for Oatmeal Squares in
 February 1946 "Serving Many."

6/ See recipe for Hot Potato Salad in
 August issue of "Serving Many."

7/ See recipe for Braised Chicken in
 "Making the Most of Meats in Industrial
 Feeding," page 24.

8/ Recipe for Corned Beef Hash is in
 "Making the Most of Meats in Industrial
 Feeding," page 10.

9/ See recipe for Chiffonade Dressing
 in May-June issue of "Serving Many."

10/ See recipe for "Appledore" Soup on
 page 8 of this issue.

11/ See recipe for Queen of Puddings in
 July issue of "Serving Many."

12/ Recipe may be found on page 9 of
 this issue.

13/ See recipe for Corn Muffins in April
 issue of "Serving Many."

14/ See recipe for Ambrosia in May-June
 issue of "Serving Many."

15/ See recipe for Meat Loaf with Rolled
 Oats in May-June issue of "Serving Many!"

16/ See recipe for Scalloped Eggplant in
 September issue of "Serving Many."

17/ Recipe may be found on page 8 of
 this issue.

18/ Recipe may be found on page 9 of
 this issue.

19/ See recipe for Egg Cutlets in March
 issue of "Serving Many."

20/ Recipe may be found on page 9 of
 this issue.



RECIPES



The recipes given suggest ways of using fall apples, white potatoes, and onions which are expected to be abundant in October. Recipes for fish chowder and "appledore" soup utilize abundant foods. They are presented this month as a contribution to National Soup Week, which will be featured in press and on the radio from October 7 to 13, 1946, under the sponsorship of the National Restaurant Association.

"Appledore" Soup

Ingredients	Amt. for 100 Por.	Amt. for 500 Por
Potatoes, pared and thinly sliced	12 Lbs. (raw wt.)	60 Lbs. (raw wt.)
Celery cut in $\frac{1}{2}$ inch slices	1 Lb.	5 Lbs.
Water, boiling	2 Gal.	10 Gal.
Onions, thinly sliced	5 Lbs.	25 Lbs.
Bacon fat	1 Lb.	5 Lbs.
Flour	10 Oz.	2 $\frac{1}{2}$ Lbs.
Milk, scalded	3 Gal.	15 Gal.
Salt	4 Oz.	1 $\frac{1}{4}$ Lbs.
Chili sauce	2 Qts.	10 Qts.
Parsley, chopped	8 Oz.	1 $\frac{1}{2}$ Qts.
Size of portion - 8 ounces		

Method:

1. Cover the sliced potatoes and celery with boiling, salted water and cook in steam kettle until the vegetables are tender.
2. Fry the sliced onions in the hot bacon fat until they are clear and delicately browned.
3. Add the flour to the fried onions and stir until smooth. Dilute the paste with part of the scalded milk.
4. Add the remainder of the scalded milk to the cooked vegetables.
5. Thicken the chowder with the onion paste and stir until smooth.
6. Add the chili sauce and garnish with chopped parsley.

Fish Chowder

	Amt. for 100 Por.	Amt. for 500 Por.
Pork, salt, diced	1 Lb.	5 Lbs.
Onions, sliced	1 $\frac{1}{2}$ Lbs.	7 Lbs.
Potatoes, diced raw	8 Lbs.	40 Lbs.
Water, boiling	1 $\frac{3}{4}$ Gal.	9 Gal.
Haddock fillets, or other white fish	15 Lbs.	75 Lbs.
Salt	15 Lbs.	1 $\frac{1}{4}$ Lbs.
Pepper	$\frac{1}{2}$ Oz.	2 $\frac{1}{2}$ Oz.
Milk, evaporated	12- 14 $\frac{1}{2}$ Oz.	60 - 14 $\frac{1}{2}$ Oz.
Water, cold	$\frac{3}{4}$ Gal.	4 Gal.

Size of portion - 8 ounces

Method:

1. Wash fish in cold water and drain on a clean towel.
2. Cook the diced pork until crisp. Remove pork bits from pan.
3. Cook the sliced onions in the pork fat until tender.
4. Add the browned onions and diced potatoes to the water. Heat to the boiling point and let simmer for 10 minutes.
5. Add fish to the vegetables and simmer until the vegetables are tender and the fish can be flaked easily.
6. Stir in the salt, pepper, and diluted evaporated milk and simmer for 15 minutes. Add the cubed pork and serve.

Baked Fillet of Flounder in Milk

Ingredients	Amt. for 100 Por.	Amt. for 500 Por.
Fish fillets	30 Lbs.	150 Lbs.
Flour, sifted	1 Lb.	5 Lbs.
Salt	2 Oz.	10 Oz.
Paprika	1 Oz.	5 Oz.
Milk, evaporated	7 - 14½ Oz. cans	70-14½ Oz. cans
Water to dilute milk	3 Qts.	3-¾ Gal.
Onions, sliced	5 Lbs.	25 Lbs.
Bacon fat	1 Lb.	5 Lbs.
Bacon	5 Lbs.	25 Lbs.

Size of Portion - 4 ounces

Method:

1. Thaw fillets and cut into 4-ounce servings. Wipe with damp towel.
2. Peel onions and cut into slices one-third inch thick.
3. Mix together the salt, paprika, and flour.
4. Dredge the fish in the seasoned flour.
5. Place floured fish on greased baking pan.
6. Pour diluted evaporated milk over fish and bake in a moderately hot oven at 325° F. for 10 minutes.
7. Sauté onions in melted bacon fat until tender but not brown.
8. Arrange onion slices on top of fish portions.
9. Place strip of bacon on each fillet; return fish to oven and cook until bacon is crisp.

Applesauce Cake

Ingredients	Amt. for 100 Por.	Amt. for 500 Por.
Sugar	4 Lbs.	20 Lbs.
Fat	2 Lbs.	10 Lbs.
Eggs	9	45
Applesauce	2½ Qts.	12 Qts.
Flour	5 Lbs.	25 Lbs.
Nutmeg	1 Tbsp.	5 Tbsp.
Cinnamon	2 Tbsp.	2½ Oz.
Cloves	2 Tbsp.	2 Oz.
Salt	1 Tbsp.	1½ Oz.
Soda	1 Oz.	5 Oz.
Raisins	3 Lbs.	15 Lbs.
Vanilla	1 Oz.	5 Oz.

Size of portion - one piece 2 inches by 2½ inches.

Method:

1. Cream sugar and fat together and add slightly beaten eggs. Cream thoroughly.
2. Add applesauce to fat mixture.
3. Sift dry ingredients, divide into two parts, and add raisins to one part.
4. Add flour and raisin mixture to fat mixture and blend.
5. Add vanilla and second part of flour mixture and mix well.
6. Bake about 1 hour in a slow oven at 325° F.

Deep Dish Apple Pie

Ingredients	Amt. for 100 Por.	Amt. for 500 Por.
Sugar	3 Lbs. 12 Oz.	18 Lbs. 12 Oz.
Cane or corn sirup	3 Lbs.- 12 Oz.	18 Lbs. 12 Oz.
Cinnamon	1 Oz.	5 Oz.
Nutmeg	¼ Oz.	1¼ Oz.
Flour or cornstarch	3 Oz.	15 Oz.
Salt	¼ Oz.	1¼ Oz.
Apples, sliced	24 Lbs.	120 Lbs.
Butter or shortening melted	1 Lb. ,	5 Lbs.
Pie pastry	8 Lbs.	40 Lbs.

Size of portion - one piece 2¼ by 2½ in.

Method:

1. Spread sliced apples evenly in greased baking pans.
2. Sprinkle apples with combined sugar and spices.
3. Pour melted shortening over top of apples.
4. Roll pie pastry 1/8-inch thick and cut into strips 3 inches wide.
5. Lay strips of pastry across pan so that the surface is entirely covered.
6. Brush top with milk.
7. Bake at 425° F. to 450° F. for 1 hour or until the apples are tender.

Note: 50 percent of the sugar has been replaced by cane or corn sirup.

Operational TIPS

Training the Sales Staff

In-service training of your cafeteria sales personnel is essential to effective merchandizing of your food and to courteous service to the customers.

Counter servers, bus boys, tray-girls, checkers, and cashiers, all are sales persons because they are merchandizers of food and service. No matter how good the food may be, it does not fulfill its purpose unless it is served quickly and efficiently by considerate, courteous counter salesmen.

Your seating capacity may or may not be adequate, depending upon whether customers' lines move quickly past counter, checker, water fountains, which are stocked with clean, cold glasses, to clean tables. If any one of these sales or service functions breaks down, the resultant loss in efficiency may cost the good will of the customers.

Good salesmanship and efficient service require careful selection of workers plus careful in-service training for the job. Recognition of good workmanship by in-grade and regular promotion improves the service workers' morale and reduces labor turn-over.

The manager is the only person who sees the cafeteria organization and its administration as a whole. Therefore, he should plan the in-service training program and its schedule.

Each department head or supervisor knows the needs and detailed operations of his department. Supervisors, then, should assist the manager to develop training programs in their departments and should act as instructors in their respective fields.

Managers should write to the State Director of Vocational Education at their State capitals to find out if training programs in food merchandizing are offered through the vocational schools.

Restaurant management classes also are given in many States in cooperation with the State restaurant association and the State health department.

To aid you with in-service training of your supervisory and sales personnel, send for the following Government publications:

1. Training Restaurant Sales Personnel by Ruth M. Lusby, Vocational Division Bulletin No. 222, Business Education Series No. 15. For sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price: 35 cents per copy.

2. Job Instruction Training for Supervisory Personnel in Sales and Merchandising Organizations. For sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price: \$1.25 per copy.

At meetings of food service managers in your city show one or more of these excellent training films:

1. "Food for Thought," produced by the Stouffer Corporation, 1375 Euclid Ave. Cleveland 15, Ohio. Information about this excellent color film strip can be obtained by writing to Walter S. Wood at the above address. The subject is food service.

2. "The Way to a Man's Heart," produced by the National Live Stock and Meat Board. Information about this film may be obtained by writing to Castle Distributors Corporation, 30 Rockefeller Plaza, New York 20, N. Y. The subject is meat selection and preparation.

3. "Dishwashing Dividends," produced by the Economics Laboratory, Inc., St. Paul 1, Minn. The subject is efficient dishwashing. This is an excellent film for both supervisors and food service workers.

What's New in FACILITIES

Is Your Problem Space?

The first question that arises in connection with feeding facilities, whether it involves planning a new facility or remodeling an old one, is "How much space will be needed?" The coefficient of 22 square feet per person seated, generally used in planning commercial kitchens, does not apply to industrial cafeterias.

A food service manager in a manufacturing plant knows the number of meals to be prepared and can control the number of workers released for lunch at definite periods. It is this "meal load" and the number of workers to be seated at one time which determine the space required.

The kitchen and dining areas should be considered as two distinct parts. The kitchen accommodates the storage and preparation of food to meet the peak meal load, while the dining area houses and serves those receiving the food.

Therefore, each area should be sized in proportion to its specific job.

Considering the kitchen coefficient first, it has been found that as the peak meal load increases, the coefficient for space determination decreases, as illustrated below.

Table of Cafeteria Kitchen Area Coefficients Based on Meal Loads

Meal load	Base figure	Coefficient square feet
100 - 200	200	5.00
200 - 400	400	4.00
400 - 800	800	3.50
800 - 1300	1000	3.00
1300 - 2000	2000	2.50
2000 - 3000	3000	2.00
3000 - 5000	5000	1.85
5000 - 8000	8000	1.70

These figures are based upon the standard plans developed by the U. S. Department of Agriculture. The base figure is the recommended multiplier

in average cases.

Although a sliding coefficient scale is true for the kitchen area, it does not apply to the dining room. The dining room coefficient must include the seating space and the serving counter area, aisle space, and dishwashing facilities. These elements are related to the number being served and seated at one time rather than to the number of meals prepared. Study of many types of facilities has shown that 17 sq. ft. per person seated are necessary to provide adequate space. This coefficient remains constant.

To illustrate how to apply the two separate coefficients in actual practice, we assume that 1,200 people must be fed in a 1½-hour period. For example:

Kitchen Area

Kitchen meal load	1,200
Kitchen coefficient selected from table (meal load 800 - 1300)	3 sq. ft.
Base figure applicable	1,000
Total kitchen area required	1,000 x 3 sq. ft. = 3,000 sq. ft.

Dining Room Area

If all 1,200 workers must be seated at one time (coefficient 17 sq. ft. per person seated), dining area required 1200 x 17 sq. ft. = 20,400 sq. ft.

By staggering the lunch period in 3 periods, 400 workers must be seated at one time, the coefficient 17 sq. ft. per person seated, the area required is 400 x 17 sq. ft. = 6,800 sq. ft.

	<u>Seating at one time 1,200</u>	<u>Seating 400</u>
Kitchen area	3,000sq.ft.	3,000sq.ft.
Dining room area	20,400sq.ft.	6,800sq.ft.
Total area	23,400sq.ft.	9,800sq.ft.

The wide divergence of these totals shows the importance of considering the kitchen and dining room as two separate areas, and emphasizes how space can be saved by staggering the lunch period. Adequate space must be allotted to the feeding facility to obtain the best results in food production.

Food to Workers

1. Long, slow-moving cafeteria lines discourage worker patronage and send workers to nearby lunch stands.
2. Short, fast-moving cafeteria lines encourage more worker patronage.
3. Food arranged on serving counters in usual menu sequence helps customers to make good food selections quickly.
4. An attractive "special lunch" at a moderate price facilitates food selection and provides the worker with a nutritious meal.
5. A well-displayed sample "special lunch" plate or tray helps to "sell" it.
6. Well-prepared, attractively served foods look appetizing and encourage food sales. Vary the menu from day to day to keep worker-patrons interested in food.
7. Color harmony and color contrast give "eye appeal" to foods.
8. Foods grouped together according to kind improve the appearance of the display and make quicker selections possible.
9. Foods displayed in containers and on dishes of suitable size and shape look well and can be served more easily.
10. An adequate number of competent servers is essential to efficient cafeteria counter service.
11. Pleasant, alert, neatly uniformed sales persons foster customer good will.
12. Effective food merchandizing and courteous service enable the worker to select a good lunch and give him time to enjoy it. A satisfied worker becomes a regular cafeteria patron and, moreover, a cafeteria booster.